

FIG. 1

34

COMPANIES	Categories					
	Environment	Animals	Diversity	Women's rights	Community	Etcetera
Sample, Inc.	1	1	3	1	1	5
Acme International	3	5	5	2	5	2
Universal Ltd.	4	4	4	4	4	3
Brand X	5	5	2	5	5	5
Ace Manufacturing	5	2	1	2	3	4
Etcetera	2	4	5	4	2	5

32

32

COMPANIES	Composite
	Categories
Sample, Inc.	2
Acme International	4
Universal Ltd.	4
Brand X	5
Ace Manufacturing	3
Etcetera	4

38

Fig 2B

Fig 2A

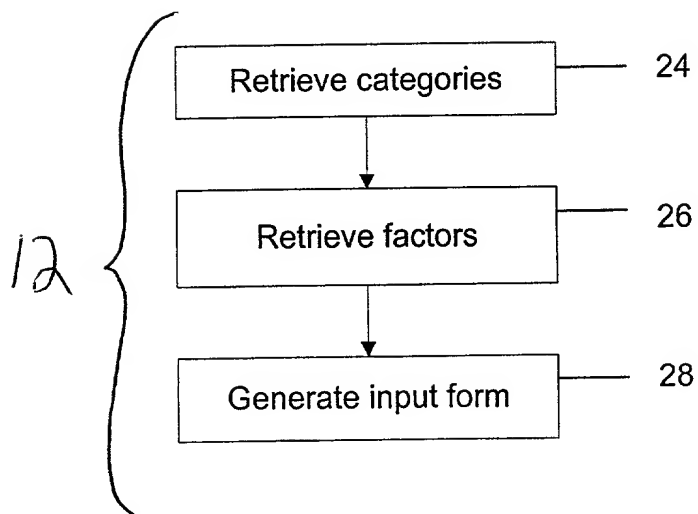


FIG. 3

10074685.020800

41 {

44

Select importance:

High Med Low None

Environment more detail

Hiring Practices more detail

46 48

42

50

40

43 {

Select product category:

Search

FIG. 4A

41 {

52 54 40

Select importance:
High Med Low None

☒ ☐ ☐ ☐ - Environment less detail

☒ Tons of Toxic Waste [?] 51

☒ Tons of CO2 [?] 56

☐ Superfund Sites [?]

☐ ☒ ☐ ☐ - Hiring Practices details

60 Select product category:

[] Search

43 }

FIG. 4B

40

41

43

60 62

Select importance:
High Med Low None

☒ ☐ ☐ ☐ - Environment less detail

☒ Tons of Toxic Waste [?]

☒ Tons of CO2 [?]

☐ Superfund Sites [?]

☐ ☒ ☐ ☐ - Hiring Practices details

60 Select product category:

Technology []

62 [] Search

FIG. 4C

20200205 10071635 020802

208020" 589T/00T

40

41

43

60

62

64

70

Select importance:
High ☒ Med ☐ Low ☐ None ☐ - Environment less detail
☒ Tons of Toxic Waste [?]
☒ Tons of CO2 [?]
☐ Superfund Sites [?]
☐ ☒ ☐ ☐ - Hiring Practices details

Select product category:
Technology
Computers
[] Search

FIG. 4D

40

41

43

60

62

64

70

Select importance:
High ☒ Med ☐ Low ☐ None ☐ - Environment less detail
☒ Tons of Toxic Waste [?]
☒ Tons of CO2 [?]
☐ Superfund Sites [?]
☐ ☒ ☐ ☐ - Hiring Practices details

Select product category:
Technology
Computers
Hardware Search

FIG. 4E

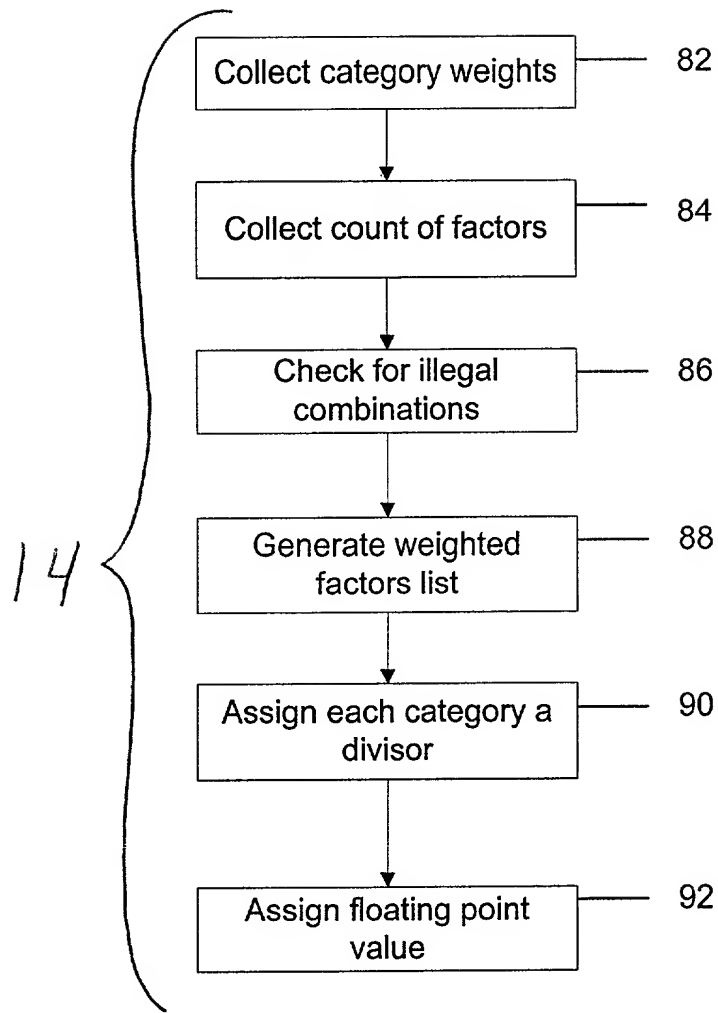


FIG. 5

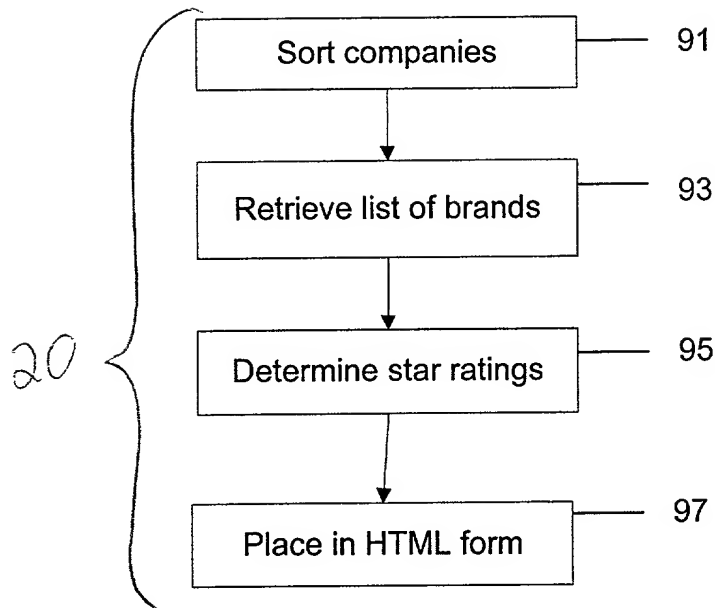


FIG. 6

20080201 0859T200T

96 97 98 99 — 94

<u>Brand</u>	<u>Your Rating</u>		
Brand A	*****	<u>Product Info</u>	<u>Buy Now</u>
Brand B	***	<u>Product Info</u>	<u>Buy Now</u>
Brand C	*	<u>Product Info</u>	<u>Buy Now</u>

About your ratings
Communicate with these companies
Start a new search

Fig 7

Results	5 Stars	4 Stars	3 Stars	2 Stars	1 Star
1	0	0	0	0	0
2	0	1	0	1	0
3	1	0	1	0	1
4	1	1	0	1	1
5	1	1	1	1	1
6	1	1	2	1	1
7	1	2	1	2	1
8	1	2	2	2	1
9	1	2	3	2	1
10	1	3	2	3	1
11	1	3	3	3	1
12	2	3	2	3	2
13	2	3	3	3	2
14	2	3	4	3	2
15	2	4	3	4	2
16	2	4	4	4	2
17	2	4	5	4	2
18	2	5	4	5	2
19	2	5	5	5	2
20	3	5	4	5	3
21	3	5	5	5	3
22	3	5	6	5	3
23	3	6	5	6	3
24	3	6	6	6	3
25	3	6	7	6	3
26	3	7	6	7	3
27	3	7	7	7	3
28	4	7	6	7	4
29	4	7	7	7	4
30	4	7	8	7	4
31	4	8	7	8	4
32	4	8	8	8	4
33	4	8	9	8	4
34	4	9	8	9	4
35	4	9	9	9	4
36	5	9	8	9	5
37	5	9	9	9	5
38	5	9	10	9	5
39	5	10	9	10	5
40	5	10	10	10	5
41	5	10	11	10	5
42	5	11	10	11	5
43	5	11	11	11	5
44	6	11	10	11	6
45	6	11	11	11	6
46	6	11	12	11	6

— 101

FIG 8

10074685 020200

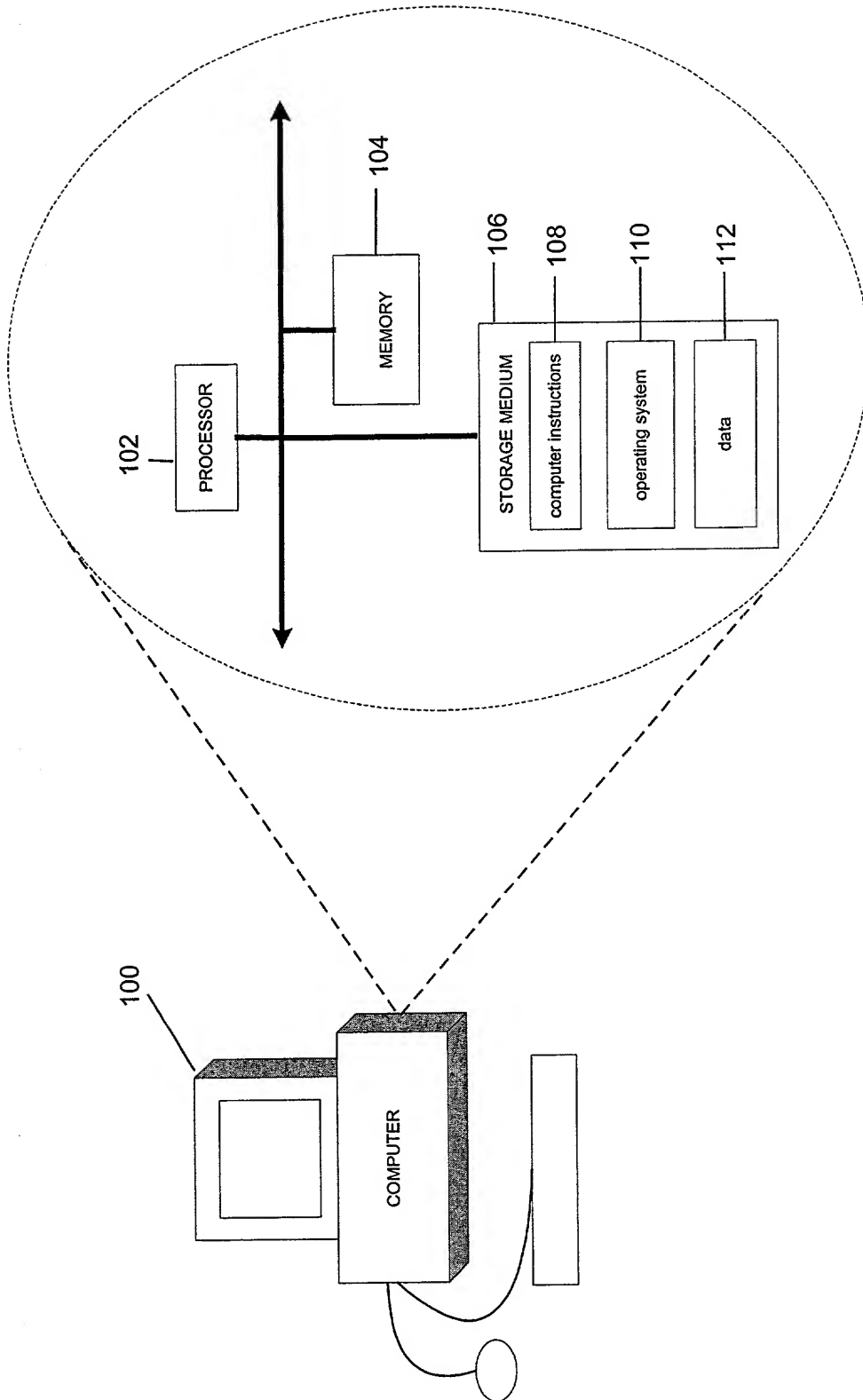


FIG. 9

208020" 589T 2001

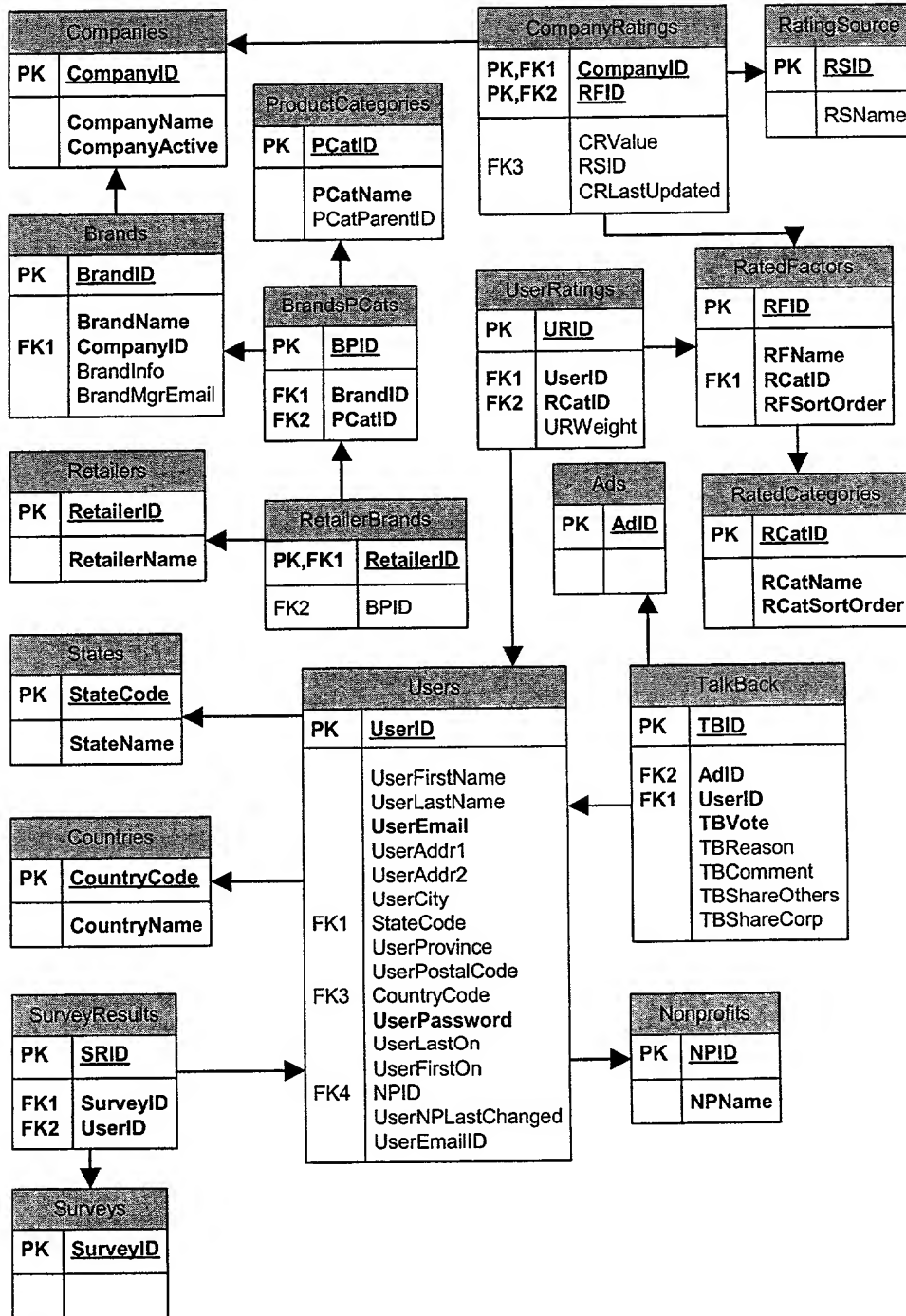


FIG. 10